

**Amendments to the Claims:**

This listing of claims will replace all prior versions of claims in the application:

**Listing of Claims:**

Claims 1-19 (Canceled)

Claim 20. (Currently Amended) A method for displaying a TV program to a viewer, comprising:

processing information indicative of preferences of the viewer to develop a viewer characteristics information profile for the viewer;

storing the viewer characteristics information profile on a viewer storage device;

presenting the viewer with a list of TV programs available for viewing, the programs selected and arranged in accordance with the viewer characteristics information profile;

receiving input from the viewer requesting different selections; and

presenting the viewer with a list of alternative TV programs available for viewing, the alternative programs selected in accordance with an alternative viewer characteristics information profile.

**Claim 21. (Original)** The method of claim 20, wherein the alternative profile includes alternative viewer characteristics information for the viewer.

**Claim 22. (Original)** The method of claim 20, wherein the alternative profile includes viewer characteristics information for a second viewer.

**Claim 23. (Original)** The method of claim 20, wherein the alternative profile includes generic viewer characteristics information, the generic information pre-selected in accordance with one or more viewer demographic traits.

**Claim 24. (Original)** The method of claim 23, wherein the generic information is pre-selected in accordance with any one or more of available TV program content, rating, schedule, or duration.

**Claim 25. (Original)** The method of claim 20, comprising: replacing the viewer profile with the alternative profile.

**Claim 26. (Original)** The method of claim 25, comprising: allowing the viewer to edit the alternative profile.

**Claim 27. (Original)** The method of claim 20, comprising: randomly selecting the alternative profile from a plurality of available alternative profiles.

**Claim 28. (Previously presented) A method for presenting available TV programs to a viewer, comprising:**

processing information indicative of preferences of the viewer to develop a viewer characteristics information profile for the viewer;

storing the viewer characteristics information profile on a viewer storage device;

selecting a predetermined number of TV programs from a plurality of TV programs available for viewing, the programs selected in accordance with the viewer characteristics information profile; and

presenting the viewer with a list of the selected programs, the list arranged in accordance with the viewer characteristics information profile.

**Claim 29. (Original) The method of claim 28, wherein selecting the programs comprises:**

processing information indicative of characteristics of the selected programs; and

presenting the list comprises presenting the viewer with a list of the selected programs, the list arranged in accordance with the viewer profile and the characteristics of the selected programs.

**Claim 30. (Original)** The method of claim 28, wherein the list is sorted in accordance with the degree of correspondence between the characteristics of each selected program and the viewer profile.

**Claim 31. (Original)** The method of claim 28, wherein presenting the list comprises:

presenting the viewer with a list of the selected programs, the list including the characteristics of the selected programs.